

Community-based Social Marketing & Environmental Education

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The Value of Environmental Education



What is Environmental Education (EE)?

- According to the Tbilisi Declaration (1977) –
Environmental education is a learning process that increases people's knowledge and awareness about the environment and its associated challenges, develops the necessary skills & expertise to address these challenges and fosters attitudes, motivations and commitments to make informed decisions and take responsible action!

Objectives of EE

- Awareness: to help social groups and individuals acquire an awareness of and sensitivity to the total environment and its allied problems.
- Knowledge: to help social groups and individuals gain a variety of experience in, and acquire a basic understanding of, the environment and its associate problems.
- Skills: to help social groups and individuals acquire the skills for identifying and solving environmental problems.

Awareness <> Behaviour

- The right thing to do is not necessarily done
 - Check the oil
 - Cover water containers
 - Put litter in a bin
 - Cut the lawn
 - Take our medication



Some questions...

- Knowledge will correlate with behavior?

TRUE

- Educational efforts will cause an increase in knowledge?

TRUE

- Increasing knowledge will cause a change in behaviour?

FALSE

Social Validation

- Which one will attract more tips?



Principles of Persuasion

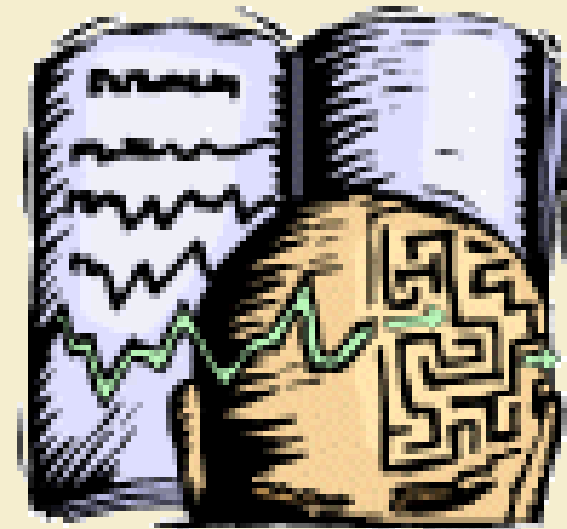
- Reciprocation
- Commitment & Consistency
- Social Proof
- Liking
- Scarcity
- Authority & expertise

Examples...



What is Community-Based Social Marketing?

- Applying Behavioural Psychology to environmental program promotion
- Builds upon Awareness
- Identify barriers to behaviour and remove them
- Emphasis on personal contact



Bridging the Gap

- Don't focus on awareness
- Don't focus on attitude
- Focus on behaviour
 - because that is what you want to achieve



Four steps to behavior change

1. Identify barriers and benefits to a specific behaviour



2. Design intervention to address barriers



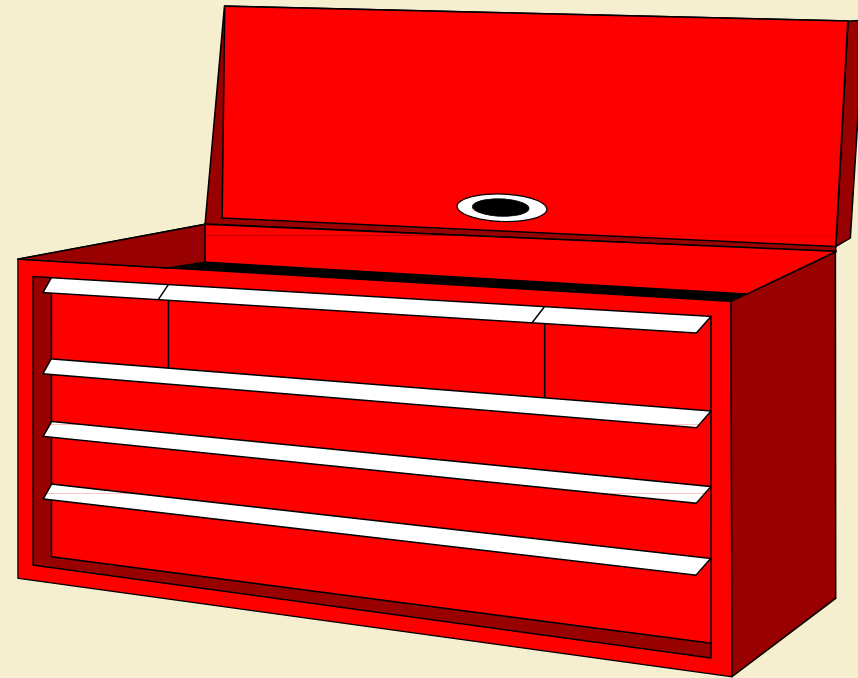
3. Pilot test the intervention



4. Evaluate the programme

The CBSM Toolbox

- Research
- Small questions
- Commitment strategies
- Prompts
- Norms
- Effective Communications

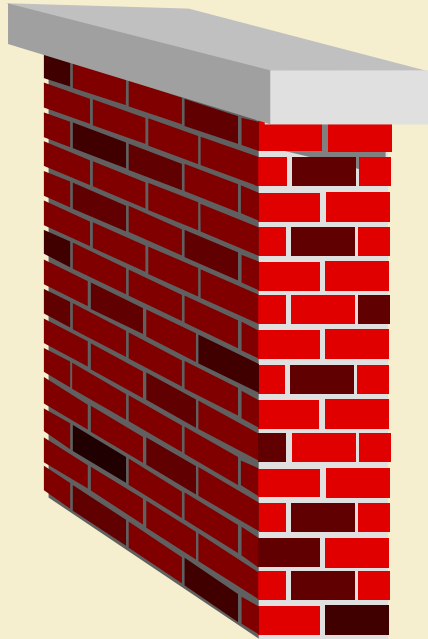


The Toolbox - Research

- Why do people throw garbage on the ground?
- Why don't people give blood?
- Cannot depend on speculation
- Have to find out actual reasons



Have a Strong Foundation



- Must determine barriers preventing behaviour change
- Base on solid research
- Eliminate the barriers

What do you want people to do?



The Importance of Research

Example: *Liming and Littering*

- Barriers
 - No place to put waste
 - Forget about it
 - Can't be bothered
 - "Why?"
- Solutions
 - Put bins in place
 - Put up signs
 - Commitment Strategies
 - Connect behaviour to beach pollution
 - No place left to lime?

Focus Groups

- Gives in depth exploration of issues
- Helps to identify barriers to behaviours
- Representative group
- Participants can often influence each other's responses

Surveys

Selecting a survey method

- Mail survey
- Phone survey
- Web survey
- Interview
- Intercept survey



The CBSM Toolbox - Prompts

- We forget
 - Garbage collection day
 - pick up the dry-cleaning, milk, bread
 - appointments
- Prompts are reminders
 - last one out turns off the A/C, lights
 - put the toilet seat down
- Prompts are simple and effective

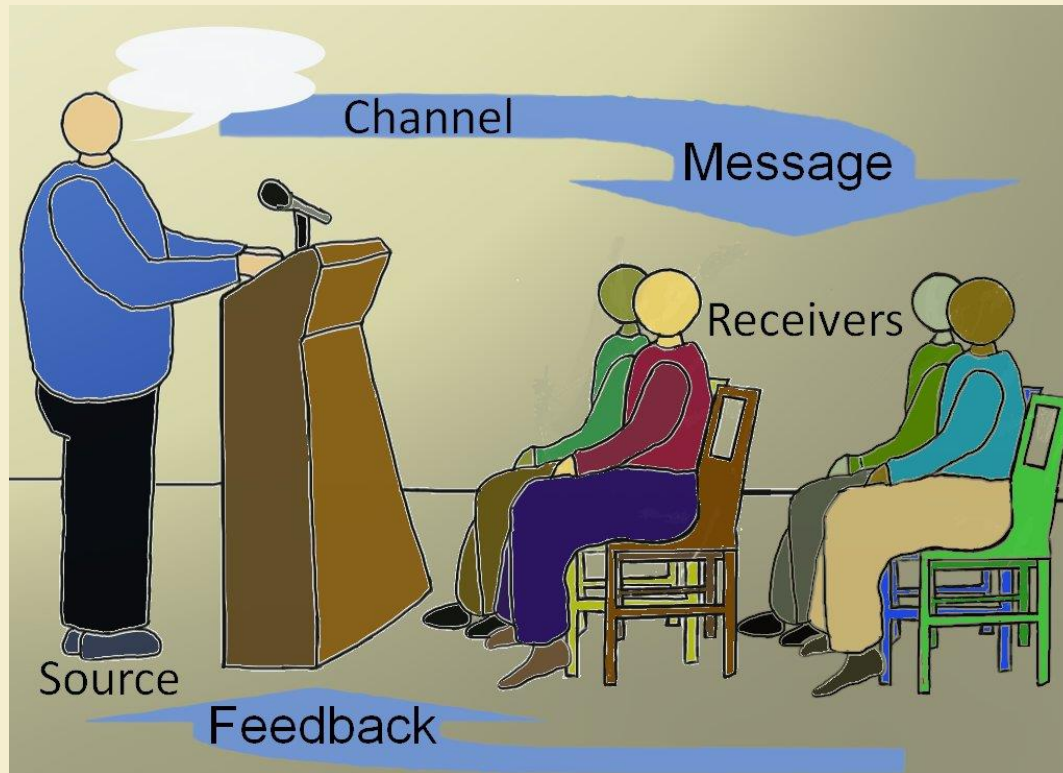


Effective Communications



- Use a credible source
 - Well-known, knowledgeable is best
- Consider the target audience
 - customize the message to the audience
 - speak directly to them, not indirectly

Effective Communications



- Use vivid language
 - Create images in audience mind
 - Add up the potholes in the road
- Catch people's attention
 - Advert for seatbelts with the little girl
- Choose solid communications over fluff

The CBSM Toolbox - Norms

- Norms
 - LIAT and flight delays or losing your luggage
 - No smoking indoors
 - Wearing seatbelts
 - No drinking and driving
 - Drinking coconut water around the savannah



The CBSM Toolbox - Norms

Example: Annapolis Valley Home
Composting Program

Compost
Works

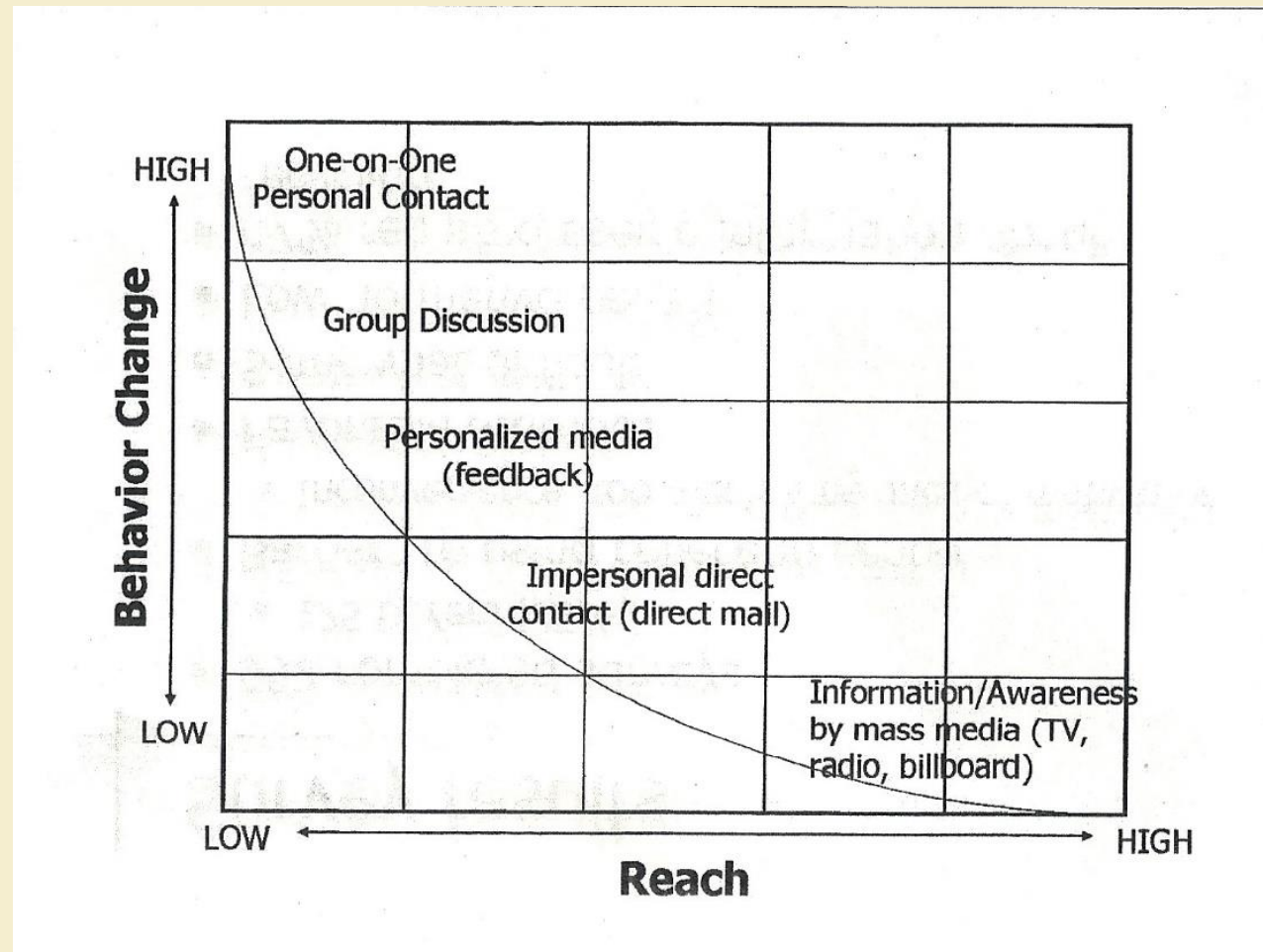
- We Compost Too! Stickers
- Models (ads, brochures)
- T-shirts,
- buttons, etc



Incentives

- Be careful of encouraging right behaviour for the wrong reasons
- When incentive is gone, will behaviour continue?
- Permanent incentives work, temporary not so much
- Indirect incentives work (incentives to read communications materials)

Behaviour change vs Reach



Campaign example



The “3,000 Mile Myth”

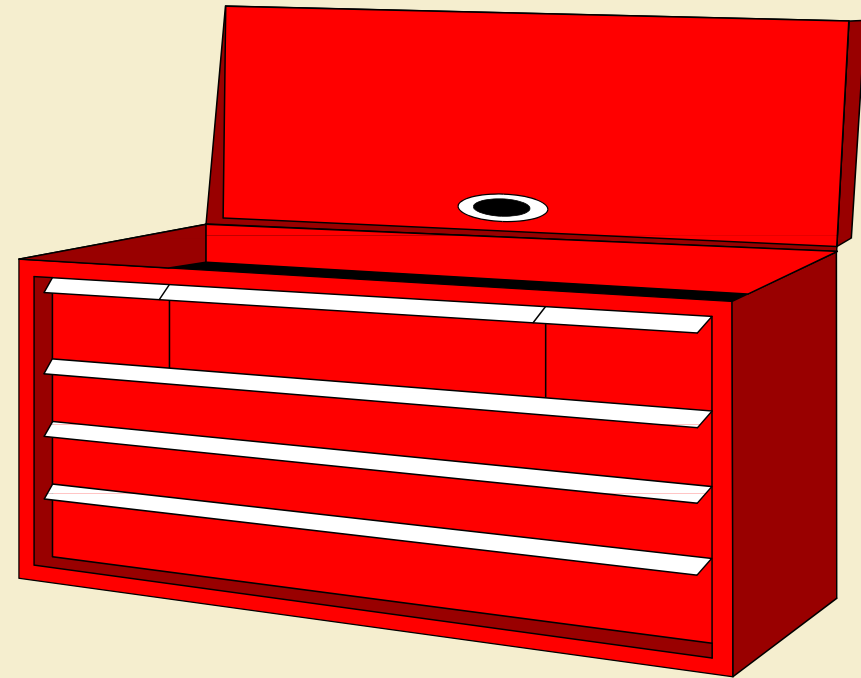
- **California’s 3,000 mile myth program was started because research showed that 73% of California drivers change their oil more frequently than recommended by the vehicle manufacturer**
- **General Motors has joined the campaign.**

Case Study – Pay as you throw

- Waste reduction and recycling promotion in Pennsylvania
- Incentive based – PAYT
- Payment based on the amount of trash they produce
- Implemented in over 211 different communities in Pennsylvania
- Reduction in landfill waste 6-50%
- 30-64% increase in recycling

Summary -The Toolbox

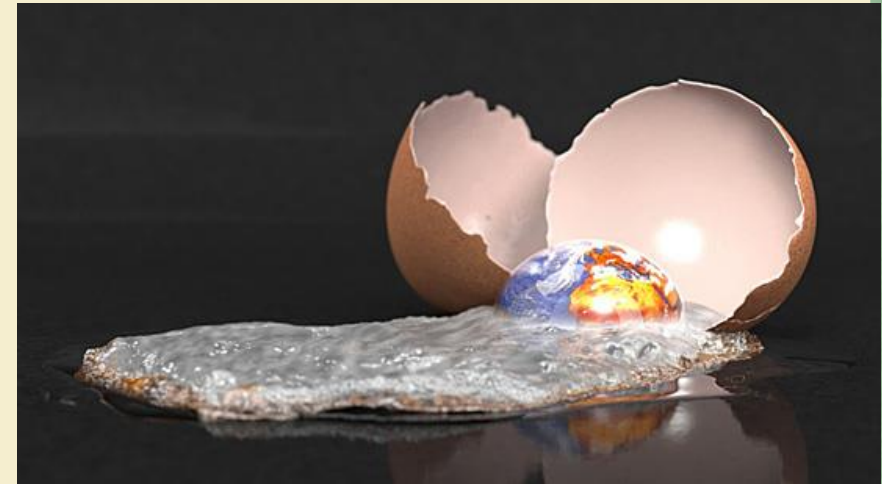
- Research
- Small questions
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- Prompts
- Norms
- Effective Communications



In the end...

*Thinking is easy, acting difficult, and to put
one's thoughts into action the most difficult
thing in the world*

--- Goethe



Thank you!

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